

"Best Values--Your Money's Worth or Your Money Back"

OUR PRICES  
ALWAYS  
THE LOWEST

## E. C. Dixon

### FALL ANNOUNCEMENT

GIVERS OF  
THE  
BEST VALUES

We believe we have surpassed our very best previous efforts. We can only extend to you an invitation to come and figure with us for your Fall and Winter supplies, and we feel confident that we can please you.

### DRESS GOODS

#### THE VERY NEWEST STYLES

The qualities, the designs and prices have been carefully watched. In our stock you will find.

**ENGLISH BROADCLOTH** -all colors.

**WOOL VENETIANS**--A popular fabric.

**FRENCH PRUNELLAS**--one of the seasons favorites.

**PAMELA**--A very fine Panama weave suitable for either house or street wear.

**MOHAIRS**--A large assortment of the Popular Mohairs, in small neat scrolls and pin dots, very pretty for fall and winter waists.

### Walking Skirts

A new lot of Tailor made skirts, very latest idea. Materials are Panamas, Cheviots, Broadcloth and Covert. Correct style and finish that no home tailoring can produce.

### New Outing Flannels

Extra Quality at 10c

We are showing a splendid line of new outing flannels in light, medium, dark and plain colors. Unusual quality at 10c.

### Wool Blankets

This season we show all sizes in mottled, silver grey and white blankets at the lowest woolen mill prices. Cotton blankets, all sizes, all prices. See our 50c. blankets.

### Boys' and Children's Clothing

#### CLOTHING

Does your boy need a school suit? We are ready with the largest and best line of boy's and children's clothing in Grants Pass, we can save you money.

#### SHOES

Our Specialties

#### "QUEEN QUALITY"

The famous shoe for women.

#### UTZ and DUNN

One of America's best makes for women and children.

#### ISAAC FERRIS

School shoes for children.

#### The "CROSSET SHOE"

Makes life walk easy.

For Men

Our line of miner's and working men's shoes are the best that money can buy.

### New Fall Underwear

For men, women and children in wool, wool fleeced, cotton fleeced and plain cotton ribbed.

#### UNION SUITS

For men, women and children.

### COUNTRY MERCHANT VS. CATALOGUE HOUSE

The Catalogue Houses Do Not Sell Cheaper Than the Home Merchant.

We hear a good deal these days about the Retail Catalogue houses being able to sell goods cheaper than the country merchant, and some of the arguments presented sound so plausible that one is half inclined to take it as a matter of course without investigation.

We are told by the advertising literature of the retail catalogue houses that they buy, we will say for example, shoes direct from the manufacturer, cut out the jobber, sell direct to the consumer, save two profits, operate at less expense and give the public fifty per cent more for its money than it can get from the country retailer. This is an absolute, barefaced, unmodified lie, as investigation will prove.

In the first place the retail catalogue house buys its shoes from exactly the same source from which the retailer buys his--from the manufacturer. The manufacturer makes a profit on the shoes he sells to the mail order house, and he makes a profit on the shoes he sells to the retailer. How much does he make on each?

The science of shoe making has been brought down to such a fine point that it is not possible for one manufacturer to score much of an advantage over another. It costs them all mighty near the same to make the same shoe. The shoe manufacturer is satisfied with a mighty close margin of profit, for it is in a great volume of business only that the money is made. Any manufacturer of any magnitude is well satisfied with a net profit of 2 1/2 per cent after all selling expenses are paid. He will demand this, however, from the mail order house the same as he will from the retailer.

The only thing the retail catalogue house can save, then, is the difference in the cost of selling them, and the cost of selling to the retailer. In order to give them a fair show we will assume that it costs the manufacturer nothing to sell to the retail catalogue house. How much does it cost to sell

to the retailer?

A good traveling man is willing to sell good shoes for a good house in a good territory at 2 1/2 per cent. His road expenses will not add 1 1/2 per cent to this--if he is a good man doing a good business. This makes a total expense of less than 4 per cent. To cover "poor" territory this ratio will be different--averaging nearly 6 per cent. Taking it all through, though, the average will be about 5 per cent.

The retail catalogue house in buying, then, saves the selling expense of the manufacturer, which as can be verified by examination of the books of any St. Louis manufacturer, rarely exceeds 5 per cent. To a man's shoe that costs the manufacturer, say, \$2.10 to put up he will add his selling expense of 5 per cent, and his profit of 2 1/2 per cent, making it cost the retailer about \$2.25. The retail catalogue house will save this selling expense of 5 per cent, making it cost them about \$2.15. We are not juggling with figures. We know this absolutely to be the case.

Now, about the selling expense of the catalogue house as compared with the selling expense of the country retailer? Every one who has made a study of merchandise knows that the country retailer does business at less expense than any other retailer in the world. B. Nugent admits that when he was a country retailer he did business at a total expense of, including clerk hire, advertising, rent, light, taxes and insurance, of 5 per cent, but that it now costs him nearer 25 per cent to do business in the city. His is an exceptional case, for few country merchants can do business at an expense so low. From the figures compiled from widely scattered sections of the United States we place the average expense at 12 per cent of gross sales, and we think this is nearly right for the average country merchant.

A shoe which costs \$2.25, the average country merchant will sell for \$3.00. Deducting his selling expense of 12 per cent, or say 40c, plus the cost of the shoe \$2.25 or a total of \$2.65 from the selling price, we have a net profit of 35c, which is about what the average country merchant makes.

What does it cost the retail catalogue house to do business? The figure is not easily arrived at, but we have some figures on which to base our estimate.

The head of the advertising department of Montgomery, Ward & Co. has admitted that it costs them \$1000 per page to print the two million copies of their sixteen hundred page catalogue--say a million and a half dollars twice a year or \$3,000,000 for catalogues alone. Supplement this with newspaper and magazine advertising, special circulars and booklets, postage, expressage (of catalogues), salaries, and the usual expenses of rent, taxes, insurance, etc., and \$5,000,000 would be a conservative estimate of the annual expenses of this concern.

How much business do they do? They are generally credited with a business of \$25,000,000 a year, so it evidently costs them somewhere in the neighborhood of 20 per cent to do business, and we are reliably informed by a man who has spent years in the mail order business that 25 per cent is nearer the actual figure. If they sell this same shoe for \$3.00, we must deduct 60c for selling expense and \$2.15 for cost, leaving a net profit of 25c, which is less than they make.

The catalogue house does not sell goods cheaper than the country merchant.

It sells some things cheaper as "baits."

On the whole, it sells the ordinary run of drygoods from 5 to 15 per cent higher than the prices obtained by the rank and file of the country stores throughout the land.

Hardware, stoves, baby buggies, machinery and implements they undoubtedly sell for lower prices than the average country merchant is able to sell them for. Just why or how this is done, we are not right now prepared to say. It may be due to the organizations which exist among the manufacturers of these lines, which enables the catalogue house to obtain its supplies at lower prices than the country merchants, but when expressage, freight and the usual incidentals are all included the advantage is not great, even in these lines, while in the general run of drygoods the country retailer can be assured that he has them beat a mile.--The Drygoodsman and General Merchant.

Calumet and Hecla, a copper mine on Lake Superior, Mich., has paid in dividends \$39,000,000 in 20 years.

WE WILL OFFER

SPECIAL BARGAINS SEPTEMBER 28, 29, 30

YOURS FOR BUSINESS

## E. C. DIXON

Shoes, Dry Goods and Furnishings.

## 3-Days Sale

---OF---

# Solid Gold Rings

...At Letcher's

I have 300 Solid Gold Rings set with Diamonds and other precious Stones and for 3 DAYS ONLY I will give

## 25 Per Cent Off the Regular Price

Also a very large line of Ladies' Gold and Gold Filled Long Chains and the best makes of Vest Chains.

Now is the time to buy--Remember the 25 Per Cent off on Rings and Chains. I have the largest stock of Ladies' and Gents' Watches in Southern Oregon, in Nickel, Gold Filled and Solid Gold Cases, and my prices are right.

You will also find a large assortment of Emblem Pins, Sleeve Buttons, Neck Chains, Ladies' Brooches, Cuff Pins, Blouse Pins, Gents' Fobs in Woven Wire and Ribbon. The above goods will be sold as cheap as in Chicago, considering the quality.

Remember the Place,

## Letcher's Jewelry Store

DURING THE THREE

## ..Red Letter Days..

WE WILL GIVE YOU



## One-Third Off on All Our Ladies' and Misses' Wraps and Skirts

Sept. 28th, 29th and 30th

## GARMAN-HEMENWAY CO.

